

ORDER

**KSNV**

Orders
Order / Rev: 105059
Alt Order #: 06838394
Product Desc: SKED C
Estimate: 1549
Flight Dates: 08/04/12 - 08/17/12
Original Date / Rev: 08/02/12 / 08/02/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: GMMB, Inc./ Washington D.C.
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Obama for America
Demographic: A35+
Product Codes: PLC01-Democrat
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/17/12	51	\$39,825.00	\$33,851.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	51	\$39,825.00	\$33,851.25	0.00
Totals	51	\$39,825.00	\$33,851.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	20%	\$39,825.00
Market	100%	\$199,125.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	28%	\$55,755.00
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$39,825.00
KTUD	0%	\$0.00
KVVU	32%	\$63,720.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/06/12	08/17/12	Today Show	CM	658a-9am	MTWTF--	:30	4	\$1,400.00	1	0.00	NM	9	\$12,600.00

Today Show
 COMMENTS APPLY TO SUB LINES A THRU B
 TODAY SHOW

Start Date End Date Weekdays Spots/Week Rate Rating

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/06/12	08/17/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	4	\$1,400.00	1	0.00	NM	9	\$12,600.00
COMMENTS APPLY TO SUB LINES A THRU B TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	MTWTF--					4	\$1,400.00		0.00			
Week: 08/13/12		08/13/12	08/19/12	MTWTF--					5	\$1,400.00		0.00			
E 2	KSNV	08/13/12	08/17/12	M-F 5-6a WakeUp w/Wag M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	2	\$400.00	1	0.00	NM	2	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	MTWTF--					2	\$400.00		0.00			
E 3	KSNV	08/13/12	08/17/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	MTWTF--	:30	5	\$500.00	1	0.00	NM	5	\$2,500.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	MTWTF--					5	\$500.00		0.00			
E 4	KSNV	08/13/12	08/17/12	M-F Today Show III 4th H Today 4th Hour	CM	10am-11am	MTWTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	MTWTF--					5	\$325.00		0.00			
E 5	KSNV	08/13/12	08/17/12	Rachael Ray Rachael Ray	CM	11am-12pm	MTWTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	MTWTF--					5	\$325.00		0.00			
E 6	KSNV	08/13/12	08/17/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	5	\$425.00	1	0.00	NM	5	\$2,125.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	MTWTF--					5	\$425.00		0.00			
E 7	KSNV	08/13/12	08/17/12	Days of our Lives Days of our Lives	CM	1258p-2pm	MTWTF--	:30	5	\$425.00	1	0.00	NM	5	\$2,125.00
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	MTWTF--					5	\$425.00		0.00			
E 8	KSNV	08/13/12	08/17/12	The Doctors The Doctors	CM	2pm-3pm	MTWTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	MTWTF--					5	\$325.00		0.00			
E 9	KSNV	08/13/12	08/17/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	6	\$450.00	1	0.00	NM	6	\$2,700.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	MTWTF--					6	\$450.00		0.00			
E 10	KSNV	08/13/12	08/13/12	Mon PR 10-11p Monday Prime 10-11pm	CM	10-11pm	M-----	:30	1	\$2,300.00	1	0.00	NM	1	\$2,300.00
GRIMM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	M-----					1	\$2,300.00		0.00			
E 11	KSNV	08/14/12	08/14/12	Tues PR 8-10p Tuesday Prime 8-10pm	CM	8-10pm	-T-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
AGT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	-T-----					1	\$4,000.00		0.00			
E 12	KSNV	08/17/12	08/17/12	Fri PR 9-10p Friday Prime 9-10pm	CM	9-10pm	----F--	:30	1	\$2,600.00	1	0.00	NM	1	\$2,600.00
GRIMM (R)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	----F--					1	\$2,600.00		0.00			

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E 12	KSNV	08/17/12	08/17/12	Fri PR 9-10p Friday Prime 9-10pm	CM	9-10pm	----F--	:30	1	\$2,600.00	1	0.00	NM	1	\$2,600.00
GRIMM (R)															
E 13	KSNV	08/17/12	08/17/12	Fri 10-11p Friday Prime 10-11pm	CM	10-11pm	----F--	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00
DATELINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12		08/13/12	08/19/12	----F--	1		\$3,200.00		0.00						
													Totals	51	\$39,825.00